

101 (or so) Ideas for Finding New Members

These ideas for finding new members are not in any particular order. Some of them may not even be appropriate, but don't dismiss an idea simply because it seems a little over the edge. Take a moment to think about each one, and choose those that you think will work for League adapting them as you wish. Think like a child. In other words, how would you get someone to play with you?

- Meet at a good location (pleasant and convenient)
- Smile and greet guests-and members-warmly
- Make guests/ prospective members feel important
- Have interesting, informative, and enjoyable programs
- Have friendly meetings
- Have a planned agenda for all meetings and other events
- Make some meetings social events
- Have guest speakers
- Hold meetings at senior centers
- Hold joint meetings with other appropriate groups
- Make meetings more interactive
- Invite your boss to a meeting or other event
- Have a variety of snacks
- Never cancel a meeting
- Provide guests with free meals
- Assign a host to each guest
- Have a table at various events
- Have a booth at malls, fairs, festivals etc.
- Lure passers-by with free food
- Hold public meetings at malls, outdoors, and other visible locations.
- Hold high-profile meetings
- Provide child care at public events
- Distribute pamphlets and brochures in doctors' offices, hospitals, cafeterias, libraries, etc.
- Have business cards
- Create bookmarks to insert in library books
- Have a local newsletter
- Have a local brochure
- Send a newsletter to potential members and guests
- Bumper stickers
- Have a guest information packet
- Have new member kits (separate from guest information packet)
- Hand out flyers and brochures at all events
- Put posters in stores
- Have a web page
- Use email
- Wear a League pin
- Encourage members to promote League at every opportunity

- Share your League experience with others (i.e., tell everyone you encounter about the benefit of belonging to League)
- Practice "selling" League
- Talk up League to those who express problems with government
- Network with co-workers, friends, and family
- Invite the media to meetings and other events
- Advertise with a blimp at sports events (or hand out flyers)
- Have a marching band spell out League of Women Voters
- Advertise at local colleges
- Teach a class on League at voc-tech, community college, continuing education
- Form a speakers' bureau and have members give talks to other organizations
- Be prepared to give informal testimonials
- Advertise in newspapers and on public access TV
- Publicize successes, elections, contests, in local newspapers
- Engage in written or personal contact with local businesses
- Contact the Chamber of Commerce
- Ask corporations and employers to sponsor or subsidize membership
- Sponsor a deserving individual
- Elect a dedicated VP Membership
- Introduce guests
- Follow-up with guests (send thank-you note with a reminder about the next meeting)
- Get a three-meeting commitment from a guest (visit at least three meetings or events)
- Invite prospective members more than one time
- ASK your guests to join
- Focus on a wide age spectrum
- Host a visitor day where each member sends out 10 invitations
- Have incentives for those who join
- Hold membership drives and contests
- Have a reward program for those who bring in new members
- Contact past members
- If you're the boss, encourage your employees to join
- Display the "trophies" (i.e., awards and honors)
- Host an Open House
- Have a program for non-members
- Participate in community events
- Write letters to community groups
- Be active in similar organizations
- Encourage inter-League visits
- Mention League at meetings of other organizations during announcements
- Make it FUN